**Port Program Committee** **Minutes**

Friday, March 13, 2013

**Attendance:** Susan, Steve W., Shannon, Elysa, Sarah, Barbara, Jenny, Jeff, Steve P., Mary K., Jonathan

**Next Steps:**

* Make a list of Port Partner Charrette attendees (Katharine)
* Prepare site plan maps to give each city a map of their port at charrette and send to Steve for corporate presentations (Jeff run by Shannon, then print)
* Responsibility chart to clarify what staff is communicating with ports on what topics (Susan, Katharine, Shannon)
* Attend Port Partner Charrette (staff, see below)

**Big Ideas:**

* Port Partner Charrette is Friday 3/15/13. We are asking the port partner institutions to inform us of their programming ideas around the Morgan’s arrival in their city. Staff are invited to join and will partner with the small groups in the afternoon (please wear your staff badge):
  + New London—Krystal, Steve W.
  + Newport—Barbara
  + Martha’s Vineyard—Matthew
  + Provincetown—Steve P., Jonathan (touch base in morning)
  + New Bedford—Mary K.
  + Boston—Jeff and Susan
  + Cape Cod and Mass Maritime—Jenny and Shannon
  + NOAA—Elysa
* Successful contacts have been made in New Bedford and we’re working to define responsibilities for making similar contacts in all port cities.
* Susan, Katharine, and Jenny have drafted a staffing grid for the voyage with input from the scheduling and logistics meeting—it will evolve as the staffing needs evolve.
* Dockside exhibit planning is progressing and meeting with lead interpreters was helpful.

**Minutes:**

*Katharine Mead is the new Program Assistant for the 38th Voyage.*

* Ext. 5125
* Office in the Admin building, first floor down the hall near Jenny, works full time
* Include Katharine on Morgan-related communication

*Update from Steve*

1. **New Bedford**

* Steve White and Matthew Stackpole met with John Mitchell, the new mayor of New Bedford
  + Mitchell’s 2-year term is up this year, so this may be contingent on his reelection
* Needs an estimate of how much square footage is needed for dockside program, but they will provide what we need (Jeff gave ballpark figure of 20,000 sq. ft.)
* Mayor handling restroom facilities, police presence
* We will have access to the following on the pier:
  + A building with 10,000 sq. ft. of securable space that can be locked for storage or darkened for a movie screening etc.
  + The pier conference room for meetings etc.
* The Morgan is open to the public in New Bedford June 28-July 6 2014
  + July 4th is a Friday, New Bedford has fireworks on Saturday July 5th
  + June 28th begins Cape Verdean Recognition Week with a parade
  + [List of New Bedford festivals](http://www.destinationnewbedford.org/festivals.html): <http://www.destinationnewbedford.org/festivals.html>

1. **Corporate and Political Support**

* Steve and Matthew are working on large corporate sponsors
  + Leave room in exhibit designs for logos
  + We may offer sponsors space for a tent or some promotion – exhibit plans need this flexibility, will know by end of fall
  + No corporate logos on our staff uniforms
* Anthony Cabral, MA state representative, excited about the Morgan project
  + MA House of Representatives and Governor could make a “Year of the Morgan” education initiative happen in MA like it has in CT

1. **Other Cities**
   * New London – schooner rendezvous possible
   * We have spoken with New London mayor John Johnson, but no specifics yet
2. **At All Ports**
   * If Morgan transits a day early, is it crew downtime or do we have a “soft plan” for optional special interest tours (e.g. port partners, membership)
   * Evening use of the Morgan for advancement purposes—Shannon has drafted “CWM calendar with parties”
   * “Early Bird Tours”—smaller, in-depth tours for certain groups or themes before Morgan is open to the public each day, higher cost.
     + Also want to plan on a walkthrough for our port partner institutions the day before we open to the public.

*Port Partner Charrette:*

* Forthcoming: list of attendees
* Give each attendee small gift: piece of the Morgan wood and Morgan buzzcard
* Emphasize the commonalities: not detailed logistics (different at each port), but programming and content that can be shared across cities, cross-pollination
  + Also emphasize that our programming at this point is what we’ve asked for, funding and circumstances can change
* Staff will work in groups by city with port partners in the afternoon to brainstorm and present ideas for programming provided by the port partners:
  + New London—Krystal, Steve W.
  + Newport—Barbara
  + Martha’s Vineyard—Matthew
  + Provincetown—Steve P., Jonathan (touch base in morning)
  + New Bedford—Mary K.
  + Boston—Jeff and Susan
  + Cape Cod and Mass Maritime—Jenny and Shannon
  + NOAA—Elysa

*Discussion of Committee Responsibilities*

* Port Programming Committee works with programming partners and institutions—so far, the port partner institutions coming to the charrette, and a next step is to reach out to some cultural identity groups
* Logistics Committee works with docking and port logistics, Tony working on contacts now
* Civic and Corporate contacts—Steve, Matthew, and advancement
* Forthcoming responsibility chart

*Charles W. Morgan Staffing Grid—Susan*

* Port Cities divided by length of stay:
  + Primary: New London, New Bedford, and Boston (19 out of 26 total public days)
  + Secondary: Martha’s Vineyard, Cape Cod/Maine Maritime Academy
  + Tertiary: Newport, Provincetown
* Options to rotate staff as “watches,” in 2 or 3 groups that work for 3 or so days at a time
* Next steps: define job responsibilities, include relief positions and cross-train so staff have variety, and present these options to current staff to get an idea of who wants to be involved
* Taking payment: less staffing need if we use a “suggested donation” box, but would need credit card or “text to pay” option also.
  + Can talk to others who have successfully used this model (USS Constitution Museum)
  + Does Cape Cod Festival have its own admission and will the Morgan be in that area?

*Dockside Exhibit Update—Jeff*

* Met with lead interpreters to make list of needed equipment and spaces
  + E.g. craftspeople—raised up for visibility, need extra set of tools, microphone
* Need rehearsal time for setup and takedown (at Seaport and probably in New London)
* Expected dwelltime: 1.5-2 hours
* Independent self-directed activities (e.g. knot tying stations) and roaming interpreters/activity carts (e.g. baleen) will keep lines/crowds engaged
* Newport—one day stop, will have no or abbreviated version of the exhibit